

The Red Lion

Winter

INTEREST

Cash tied up in facilities	85,250
Cash tied up in stock	10,375
	<u>95,625</u>
Interest at 2.0%	1,913

GROSS MARGIN

	This Pub	Market Average	
Gross Margin - drink	68.2%	64.3%	3.9%
Gross Margin - food	65.3%	66.6%	-1.4%
Gross Margin - avg	68.4%	65.3%	3.2%

Baseline Drinks Margin	69.0%
<i>less Stock Shrinkage</i>	0.8%
<i>less Promotion dilution</i>	0.0%
= actual Drinks Margin	<u>68.2%</u>

Baseline Food Margin	67.0%
<i>less Stock Shrinkage</i>	1.7%
<i>less Promotion dilution</i>	0.0%
= actual Food Margin	<u>65.3%</u>

PROMOTIONS

	\$'000
Estimated extra drink revenue:	-
Estimated extra food revenue:	-
% of drinks sold at promo prices:	0%
% of meals sold at promo prices:	0%

FUNCTIONS

	\$'000
Est. revenue from function room:	-
Market share of functions revenue:	n/a

STAFF & PAY

	Peak no's	\$ / hr
The Red Lion	4	11.00
Highest in village	7	11.50
Lowest in village	4	9.50

GAMES

	Pool Tables	Fruit Machines	Total
Revenue	-	773	773
Rental	-	2,000	2,000
Profit/loss	-	- 1,227	- 1,227

RESOURCE MANAGEMENT

Estimated lost revenue caused by capacity problems: **0%**

STAFF

Drinkers' service level as a % of level required:	203%
Diners' service level as a % of level required:	124%
SPACE Drinkers' space as a % of space required:	212%
Diners' space as a % of space required:	107%

MARKET SIZE & PROFILE

	Drinks	Food	Hotel	Total
Estimated size this qtr (\$'000)	697	159	13	869

Estimated age profile of drinks market (by value)

21-25s	25s-35s	35s-50s	50s-70s	70+
26%	21%	21%	18%	13%

ESTIMATED MARKET SHARE: The Red Lion 12.4%
(share of revenue)

Drinks		Food		Hotel	
21-25s	6%	Lunch	15%	Available	135
25-35	10%	Evening	17%	Sold	50
35-50	12%				
50-70	12%			Yield	25.93
70+	13%			% Occup.	37%
Market	10%	Market	16%	Market	26%
(share of customers)		(share of customers)		(share of revenue)	

Who drinks at The Red Lion

(based on customer numbers)

VERY POPULAR Fairly Popular Fairly Unpopular **VERY UNPOPULAR**

21-25s
25-35s

Families

Business ppl **Students**
Sporty types **Factory staff**
Pub Crawlers

Tourists

SPENDING PER HEAD

	Receipts	People	Spend (\$)
Drinkers	91,252	9104	10.02
Diners	34,004	1773	19.18
Overnight guests	4,200	62	67.74
Total / Average	129,456	10938	11.84

POPULAR FEATURES

	Drinkers	Diners
1st:	Quality of decor	Price of food
2nd:	Car Park	Food quality
3rd:	Online marketing	Quality of decor